

New Zealand Olive Oil Awards: Best Label 2021

5th Juno

Print 9.5 | Design & Content 10 | Shelf Appeal 7

Total 30.5

We love the bright branding which is eye-catching and tells the consumer exactly what the product is at first glance. The shape of the label adds appeal and it looks great on a shelf.

4th Ti Point

Print 9 | Design & Content 18 | Shelf Appeal 6

Total 33

The unusual size and shape of this bottle made it stand out from the crowd. The branding is eye-catching, the print quality was very clear and easy to read (although some of the font choices were a little challenging), and the bright yellow stood out well against the black background.

3rd Greytown Gold

Print 12 | Design & Content 17 | Shelf Appeal 6

Total 35

Another eye-catching design. We liked that the product info was on the back of the box as well as on the bottle, and liked both the white and black labels. The printing was of a high quality and the use of both gold and silver foiling was very effective.

2nd Terra Sancta

Print 18/18 | Design & Content 17 | Shelf Appeal 9

Total 44

It was a very closely fought battle between the top two as this label never fails to impress. The cut out shape and top quality printing made it a real stand out, and we loved the shape of the bottle and the paper seal. Full marks on sustainability with paper labelling and a bottle that you'd keep around after you finish the oil! However it is not immediately apparent at a glance that the bottle contains olive oil, and the text on the back label was a little hard to read against the dark gold background.

1st Village Press

Print 14 | Design & Content 19 | Shelf Appeal 11.5

Total 44.5

We loved the stock and the finish of this label. The gold and silver added quality and the logo was clear and stood out. The front of the bottle makes it very clear what the bottle contains and gives all the details needed from variety to flavour and intensity, which gives it huge shelf appeal. The bottle is generously sized at 500ml and was very professionally finished. A narrow but well deserved victory.

Judging notes: As usual there were a few labels that seemed incorrectly sized for the bottle they were used with. A special mention to the RSA olive oil which came in a gorgeous flagon shaped bottle, however the box was very plain and didn't show the bottle shape off, and the product info was on the box instead of the bottle.

Special mention also to Villa Grove - we really liked the front of their label, but the width of the text on the back meant the bottle had to be rotated to read it, which unfortunately knocked it out of the top 5.

Categories were scored from 1-3 as follows - PRINT (total out of 18): Stock, Ink, Print Quality, Finishing, Sustainability, Seal. DESIGN & INFO (total out of 21): Content, Branding, Product info, Shape of label, Fit to bottle, Type of olives listed, Origin of olives listed. SHELF APPEAL (total out of 12): Bottle shape, Readability, Feel, Overall appeal.

